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There's nothing to buy, and no skill is required. You need only be a little lucky.

I'd like to ask you a small favor. Please fill out the short questionnaire we've enclosed. We would like to know a little more about you, and what you think we can do to improve the Benson & Hedges Privileges Club.

It takes just a few minutes to answer the questions. After you've completed the questionnaire, just seal it and drop it in the mail.

Thank you for being part of the Benson & Hedges Privileges Club and for making Benson & Hedges cigarettes your preeminent choice.

Sincerely,

Renee Simons

Renee Simons
Benson & Hedges
Privileges Club

Ultra Lights: 6 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Source: https://www.industrydocuments.ucsf.edu/docs/pxlp0003